

Upcoming Events

October 14th & 15th — Art in the Barn, Floral Hall, Blue Rapids Fairgrounds

October 18th — My Health-My Medicare-Prescription Drug Coverage 2007, Lunch & Learn

October 21st — Fried Chicken Dinner, Beattie American Legion

October 21st & 22nd — Marshall County Railroad Historical Society Train Show & Swap Meet, Blue Rapids Community Center

October 22nd — Oketo Museum Potato Bake

October 27th — Marysville Black Squirrel Night

November 2nd — Holiday Preview, Downtown Marysville

November 4th — Country Cupboard Arts & Crafts Show, American Legion in Marysville

November 5th — Hunter's Breakfast/Brunch, St. Malachy's Hall in Beattie

November 7th — Kiwanis Pancake Day, Marysville Armory

November 7th — Election Day. Don't forget to vote!

November 9th — Creating a Marketing Plan Seminar, Marysville Public Library

November 11th — Hunters Breakfast with the Pancake Man, Grandpa Red's, Frankfort

November 14th — Internet Safety, Lunch & Learn

November 24th — Santa's Christmas Parade, Marysville

November 30th — Your Guide to Digital Photography, Lunch & Learn

December 2nd — Dickens on Broadway, Marysville

December 9th — Lighted Horse-Drawn Parade, Blue Rapids Public Square

December 13th — Santa & Soup Day, Frankfort Cigna Center

December 16th — Soup Dinner & Santa, Axtell American Legion

Brought to you by:

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Announcements

Creating A Marketing Plan—Marshall County Economic Development Council has teamed up with Washburn University Small Business Development Center (SBDC) to offer a business seminar, Creating a Marketing Plan. Many small business waste money on ineffective marketing. This seminar helps you build a marketing plan that is custom to your business. Mark your calendars for 9 am Thursday, November 9th at Marysville Public Library. Registration is \$30. To register please call 785.587.9917. SBDC offers a variety of assistance to entrepreneurs and small business owners, check them out at www.washburn.edu/sbdc!

Lunch & Learn Programs—These programs are open to anyone interested in the subject matter and FREE to the public. Programs are from 12:05 to 12:55 at the Marysville City Building. Bring lunch if desired. Coffee and tea will be provided. Sponsored by K-State Research and Extension. Contact Susie Latta at 785.562.3531 for more information.

Happy Holidays—We know it is a little on the early side, but Marshall County Economic Development Council wishes you a safe and happy holiday season!

Have an announcement or an event to add to the newsletter? Suggestions? Changes? Want to receive the Marshall County Economic Insider electronically? Contact Lynsey Wanklyn at 785.562.9820 or via e-mail at mcedc@bluevalley.net.

September/October 2006

Volume 1, Issue 2

The Marshall County Economic Insider

Giving you the inside scoop

MCEDC Has a New Slogan *Progressive Neighbors Planning for Tomorrow*



Lynsey Wanklyn,
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8:30 am - 5pm
Monday-Friday

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*"The only good is knowledge
and the only evil is ignorance."*

~Socrates

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Progressive neighbors planning for tomorrow is the Marshall County Economic Development Council's slogan contest winner. Joyce Stowell, Frankfort made the entry.

The slogan was one of about 30 entries turned in during the contest, which was held between April and June 2006. The winner was decided on by the Marshall County Economic Development Council at their regular monthly meeting in June. Each member chose their top three choices from the anonymous list of entries. Those entries were then narrowed down to five; the remaining five were then ranked on a scale of one to five by each member. The entry receiving

the most points was the winner. The Board of Marshall County Commissioners approved the choice.

"We are excited about the new slogan and look forward to using it to brand our county's image," said Lynsey Wanklyn, Director of Marshall County Economic Development Council.

Stowell received a certificate of appreciation from the Board of Marshall County Commissioners and the Marshall County Economic Development Council and a \$50 gift certificate from any restaurant of their choice in the county. Stowell chose Grandpa Red's Steak House, Frankfort.

The Marshall County

Economic Development Council wishes to thank all participants for their entries.

Marshall County Economic Development Council consists of a nine person council, with each commissioner appointing three members from their district to serve a three year term. The council and director work together to help existing businesses grow and expand, assist new businesses is start up, work with housing issues and promote tourism throughout the county.

Progressing with their marketing efforts, the county has hired Denton Design, Blue Rapids to work on a logo for the office and develop a new county website. Watch for details!

Check it out!

The Travel and Tourism Department with the Kansas Department of Commerce has launched a new website, www.travelks.com. The website allows for attractions and events to be listed for FREE. If you have an attraction or event that you would like to be listed please contact either Lynsey Wanklyn at the MCEDC office or Sharon Kessinger at the Marysville Advocate to request forms. Currently Marshall County has approximately 30 attraction listings and about 10 events. Why miss out on this FREE marketing opportunity, get yours listed TODAY! The website also offers information about Kansas, trip planners, city searches and featured articles of interest.

Giving you the inside scoop

Variety of Programs Available Through USDA Rural Development

One of the goal's for MCEDC is to educate the residents of the county of the programs that are available for them. Over the course of the last few months MCEDC, Blue Valley Tele-Communications (BVTC) and Lincoln Center have teamed up to begin addressing that issue.

During the month of July a meeting took place between MCEDC, BVTC, Lincoln Center and USDA Rural Development officials to discuss what could be done to better educate individuals and promote USDA Rural Development Programs. It was decided that five preliminary meetings would be set

up: a meeting for lenders and realtors in the county to inform them about the programs that are offered from a business standpoint and four public meetings that would apply to the general public.

During the fiscal year 2005, USDA Rural Development in Kansas administered an all-time record of nearly \$235 million in financial assistance to our State. This is the fifth consecutive year of \$100 million funding for the state of Kansas.

Financial assistance is not the only assistance provided by USDA Rural

Development. Another area that they provide is technical assistance to help applicants and stakeholders to more effectively access the program that fits their needs.

There are a variety of loan and grant programs available to Marshall County residents with the three main categories being: Business Programs, Community Facility Programs and Housing Programs.

For more detailed information check USDA Rural Development out on the web at www.rurdev.usda.gov/ks.

Business/Industry Programs

- Rural Business Enterprise Grants - Assistance in acquiring and developing property. Business must have fewer than 50 employees and less than \$1 million in gross annual revenue.
- Rural Business Opportunity Grants - Used to identify and analyze business opportunities; train and provide technical assistance to both existing or prospective businesses; establish training and conduct local community economic development planning.
- Rural Economic Development Loans & Grants - Loans and grants go to electric and telephone rural utilities who act as a lender to a rural business.
- Renewable Energy & Energy Efficiency Funding - Funding available to reduce energy consumption at a facility and develop for renewable energy projects.

Community Facilities Programs

- Community Facilities - Assistance in construction and rehabilitation of buildings, acquisition of land, purchase of equipment, payment of legal fees, payment of architect fees to public bodies, nonprofit entities, federally recognized Indian Tribes and faith-based/community organizations.
- Water & Waste Disposal Funding - Used to develop or upgrade rural water distribution.

Housing Programs

- Guaranteed Loan Program - Loans made through an approved lender. Assistance for moderate income individuals or families. No down payment required. Can borrow up to 102 percent of the appraised value of a property.
- Direct Loan Program - Loans made directly through USDA Rural Development. Assistance available for very low or low income individuals or families. No down payment required.
- Home Repair Grant & Loan Program - Available for individuals and families age 62 and older who own their own home but cannot afford essential home repairs.
- Mutual Self-Help Housing Program - Technical assistance grant funds awarded to agency approved recipients to help income eligible individuals and/or families work together to build their home. Normally six to eight approved loan applications from a group. Individual home owners will hold a loan on the residence, this is not a grant for a free house.

Giving you the inside scoop

Meet Vice-Chairman Gerald Gerstner

Gerald Gerstner, Frankfort is a native of Marshall County. Gerstner considers himself lucky to have had the opportunity to begin his agriculture career upon his completion of school. He works as a no-till grain and livestock producer with his son, Jerry, near Frankfort. In the next 25 years the agriculture industry will be working to add move value to our grain and livestock prior to exiting our county.

Gerstner was appointed to MCEDC in 2002 by District #3 Commissioner Charlie Loiseau and has been a member ever since.

He finds his time on the council to have been rewarding and enjoys working with other residents of the county, for the good of county.

Having friends and neighbors you can trust to help you in a time of need is one of the strengths of Marshall County. Other strengths of the county include an easy going lifestyle, smaller school systems where students have the option to participate in anything they want to and our location, says Gerstner.

To Gerstner the future of the county lies in attracting the younger, college graduates

to the area, who are from small towns. If they are working

towards becoming entrepreneurs, they need to know that the county is here to assist them.

Gerstner and his wife Sheryl have been married for 40 years. They have three children; Jodi, Jerry and Jane, who all live in the Frankfort area. Combined Gerstner has four grandchildren. Gerstner is also on the Board of Directors for Frontier Farm Credit.



Area Residents Attend Community Leadership Academy

Seven county residents attended the first *Community Leadership Academy: Empowering Community Leadership* sponsored by USDA Rural Development, FHL Bank Topeka, K-State Research Extension and the Kansas State Rural Development Foundation.

The Academy consisted of training for local leaders and covered a variety of community development tools and techniques to help meet the opportunities presented by the expansion of For Riley and its impact to the regions communities.

The Academy was offered in three, day-long sessions on September 14th, 21st and October 5th at the Kansas Farm Bureau Headquarters in Manhattan. Registration was \$50/participant to attend. Communities

were encouraged to form teams of not less than three local representatives, with participation required at each session.

Marshall County participants were: Doug Powers, USD 364 Superintendent; Bob Carlson, Marysville Main Street Director; Vernita Peeks, Marysville Advocate reporter; Rev. Marilyn Wullschleger, Presbyterian Pastor; Karen Trail, Axtell, Marshall County Development Corporation; Jada Ackerman, Public Relations/Economic Development Director, Blue Valley Tele-Communications; and Lynsey Wanklyn, Marshall County Economic Development Director.

While the intent of the sessions was for the Fort Riley Initiative, BVTC and MCEDC feel that the sessions were beneficial to each community in the county whether they feel

a direct impact from the influx in troops or not. This was also a great opportunity to network with leaders in other communities.



From left to right: Bob Carlson, Lynsey Wanklyn, Doug Powers, Marilyn Wullschleger, Jada Ackerman, Karen Trail and Vernita Peeks attended the first Community Leadership Academy in Manhattan, KS this fall.

Watch for more news on the progress made by the Community Leadership Academy attendees in the future!